

I claim:

1. A method of selling and delivering a product, said method comprising:
distributing a product card including product and card information;
storing the product and card information in a computer system;
collecting revenue from a purchaser of the card;
5 activating the card when the card is purchased so that the card can be
redeemed;
receiving the product and card information and delivery information from the
redeemer of the card;
inputting the delivery information into the computer system; and
10 delivering a product associated with the product information to a location
associated with the delivery information.
2. The method according to Claim 1, wherein said distributing a product card
includes distributing a product card with product and card information comprising a product
identification code and a card identification code, and said storing includes storing the
product identification code and the card identification code in the computer system.
3. The method according to Claim 1, wherein said activating includes storing an
active status code in said computer system with the card identification code.
4. The method according to Claim 2, further comprising:
determining the activation status code of the card based on the product and
card information; and
if the card is activated then inputting the delivery information into the
5 computer system.
5. The method according to Claim 1, wherein said determining further includes
determining whether the product and card information is stored in said computer system to
determine whether the card is valid.

6. The method according to Claim 1, further comprising:
providing the product card with a description of the product associated with said product and card information.
7. The method according to Claim 6, wherein said providing the product card with a description of the product includes providing the card with an illustration of the product.
8. The method for doing business according to Claim 1, wherein said providing a product card includes encoding the card with a card identification code and the product identification code associated with said product and card information.
9. The method according to Claim 8, said encoding includes encoding the card with a retail store code associated with a retail location where the product card is distributed.
10. The method according to Claim 1, wherein said providing a product card includes providing a product card encoded with a dollar amount associated with the product card.
11. The method according to Claim 10, wherein said providing a product card includes providing a product card with encoded with a retail store code, said dollar amount associated with said retail store code.
12. The method according to Claim 1, further comprising displaying said product card at a display location in the retail location.
13. The method according to Claim 12, further comprising locating the display location remote from a cashier of the retail location.

14. A method of selling and delivering a product, said method comprising:
displaying a product card in a retail establishment, the product card encoded
with a product identification code and a card identification code and including an illustration
of the product associated with the product identification code;

5 storing the product identification code and the card identification code in a
computer system;
collecting revenue from a purchaser of the card;
receiving the product identification code, the card identification code, and the
delivery information from the redeemer of the card;
10 inputting the delivery information into the computer system; and
delivering a product associated with the product identification code to a
location associated with the delivery information.

15. The method according to Claim 14, further comprising:
activating the card either (a) when said card is received by a retailer or (b)
when the card is purchased, the card being activated so that the card can be redeemed.

16. The method according to Claim 15, wherein said activating includes storing an
active status code in said computer system with the card identification code, and said
inputting includes confirming that the computer system indicates an active status code for
said product car before inputting said delivery information.

17. The method according to Claim 14, wherein said inputting includes
confirming includes determining whether the card identification code is stored in said
computer system to determine whether the card is valid.

18. The method according to Claim 14, wherein said providing a product card
includes encoding the card with the card identification code and the product identification
code.

19. The method according to Claim 14, wherein said displaying includes
displaying the product card at a display location in the retail establishment, and locating the
display location remote from a cashier of the retail establishment.

20. The method according to Claim 14, wherein said providing a product card includes providing a product card with ordering information.

21. The method according to Claim 20, wherein said providing a product card with ordering information includes providing a product card with an Internet address to a web site where the card can be redeemed online.

22. The method according to Claim 14, further comprising collecting revenue from the retail establishment for distributing the product cards based on at least a percentage of a dollar amount associated with the product card.

23. The method according to Claim 22, further comprising applying a portion of the revenue toward delivery costs of the product associated with said product identification code.

24. The method according to Claim 14, further comprising providing a contact for the purchaser, the contact receiving the product identification code, said card identification code, and the delivery information and inputting the delivery information into the computer system.

25. A sales and delivery system for delivering consumer products, said system comprising:

- a product card, said product card associated with a product;
- a computer system, said computer system having stored therein

5 data information about said card, said data information including card identification information about said card and product identification information about said product associated with said card;

an order fulfillment center for delivering an order to one chosen from a recipient and a mailing service, said order fulfillment center being in communication with
10 said computer system;

a card processor, said card being read by said card processor when said card is purchased, said card processor in communication with said computer system, and said

computer system storing an active status code for said card when said card is read by said processor; and

- 15 a link to said computer system accessible to a redeemer of said card, said link permitting the redeemer of said card to redeem said card, said computer system receiving delivery information from the redeemer through said link and generating an order for said product and forwarding said order to said order fulfillment center provided that said card has been activated, and said order fulfillment center delivering the order.

26. The sales and delivery system according to Claim 25, wherein said link comprises a telephone link.

27. The sales and delivery system according to Claim 26, wherein said link further comprises an operator, said operator receiving said data information and said delivery information from the redeemer through said telephone link, said operator inputting said delivery information into said computer system.

28. The sales and delivery system according to Claim 25, wherein said link comprises an Internet link.

29. The sales and delivery system according to Claim 25, wherein said order fulfillment center delivers an order to a mailing service for delivery of said order to the recipient.

30. The sales and delivery system according to Claim 25, wherein said card processor comprises a card reader.

31. The sales and delivery system according to Claim 25, further comprising a website, said computer system downloading at least some of said data information to said website.

32. The sales and delivery system according to Claim 31, wherein said order fulfillment center is in communication with said website.

33. The sales and delivery system according to Claim 31, wherein said website is accessible by the redeemer.

34. The sales and delivery system according to Claim 31, wherein said website includes said card identification and product identification information and said delivery information.

35. The sales and delivery system according to Claim 34, wherein said website further includes tracking information.